

MALLORY SINGLETARY

MARKETING ASSOCIATE

PERSONAL PROFILE

I am a marketing professional seeking a chance to acquire valuable experience in a communications role. My areas of interest are concept development, strategic planning, and social media management.

CORE SKILLS

- Adobe InDesign, Photoshop, Illustrator
- Hootsuite
- Microsoft Word, PowerPoint, Excel
- Organization
- Interpersonal communication
- Website development (non-HTML)
- SEO preparation
- Social media content creation
- Social media data analysis
- Mass email generation

CONTACT DETAILS

- Phone: (225) 287-2289
- Email: mallory.laborde@gmail.com
- LinkedIn: @mallorysingletary
- Website: mlabo16.wixsite.com/mallorysingletary
- Instagram: @mallorylx

SPECIALIZATIONS

- Google Analytics Certification
- Google Ads Search Certification

CAREER HISTORY

MARKETING ASSOCIATE

Trademark Capital Asset Management, 2023-Present

- Create an advisor-focused integrated social media campaign
- Update branding designs, print collateral, and website content
- Develop social media and website blog content

GRADUATE TEACHING ASSISTANT

University of Georgia, 2021-2023

- Evaluated student performance and graded assignments to assist the professor with administrative tasks and operations
- Communicated with students daily
- Assisted in instruction of introductory graphic design for 100+ students per semester

MARKETING APPRENTICE

Connect Ministries, Summer 2022

- Brainstormed social content ideas for Instagram
- Organized incoming content from 5 teams into Google Drive
- Coordinated details for weekly visits

SOCIAL MEDIA MANAGER

Eutopia Salon, 2020-2022

- Managed Eutopia's brand presence on social media
- Created content for Instagram and Facebook
- Analyzed data from social channels

STUDENT WORKER

Louisiana Department of Environmental Quality, 2018-2021

- Organized data into online databases
- Met deadlines set by those in administrative positions
- Generated letters sent to companies nationally

ACADEMIC HISTORY

UNIVERSITY OF GEORGIA

Master of Arts in Journalism and Mass Communication, 2021-2023, 3.96 GPA

LOUISIANA STATE UNIVERSITY

Bachelor of Arts in Mass Communication, 2017-2021, 3.91 GPA

Awards and involvement:

- Tiger Excellence Scholarship, Dean's List, President's List, National Student Advertising Competition 3rd Place in 2021 AAF District 7 Competition